

ORDER

KLAS

Orders
Order / Rev: 37459
Alt Order #: 08876320
Product Desc: ISSUE
Estimate: 1936
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/01/12 / 10/05/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Great American Media
Buying Contact: Maura Gilroy
Billing Contact:
 1010 Wisconsin Avenue NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: DSCC
Demographic: A25-54
Product Codes: PO4
Priority: LV2
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	30	\$90,350.00	\$76,797.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$90,350.00	\$76,797.50	0.00
Totals	30	\$90,350.00	\$76,797.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	10/02/12	10/08/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,400.00	LV1	0.00	NM	2	\$2,800.00
				8 News Now 6a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$1,400.00		0.00			
N 2	8	10/02/12	10/08/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$1,200.00		0.00			
N 3	8	10/02/12	10/08/12	8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	3	\$1,200.00	LV1	0.00	NM	3	\$3,600.00
				8 News Now Noon M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		3				\$1,200.00		0.00			
N 4	8	10/02/12	10/08/12	1230-2p Soaps/ LMAD	CM	1230-2p	MTWTF--	:30	2	\$1,350.00	LV1	0.00	NM	2	\$2,700.00
				Soaps / Let's Make A Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$1,350.00		0.00			
N 5	8	10/02/12	10/08/12	Ellen	CM	3-4p	MTWTF--	:30	2	\$1,600.00	LV1	0.00	NM	2	\$3,200.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$1,600.00		0.00			
N 6	8	10/02/12	10/08/12	8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	3	\$1,600.00	LV1	0.00	NM	3	\$4,800.00
				8 News Now 4p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		3				\$1,600.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	8	10/02/12	10/08/12	8 News Now 5-630p M-F	CM	5-630p	MTWTF--	:30	3	\$1,700.00	LV2	0.00	NM	3	\$5,100.00
8 News Now 5-630p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	MTWTF--	3		\$1,700.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	8	10/02/12-10/08/12		8 News Now 5-630p M-F		5-630p	MTWThF----	:30		(\$1,700.00)		0.00	NM		
See MG 7.4															
4	8	10/02/12-10/08/12		8 News Now 5-630p M-F		5-630p	MTWThF----	:30		\$1,700.00		0.00	NM		
(M) MG for 7.3 10/02															
N 8	8	10/02/12	10/08/12	8 News Now Sun 5-7p	CM	5-7p	-----S	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 News Now Sun 5-7p (6:30 PM-7:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	-----S	1		\$3,000.00	0.00							
N 9	8	10/02/12	10/08/12	Thu 10-11p Elementary	CM	10-11p	---T---	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	---T---	1		\$12,000.00	0.00							
N 10	8	10/02/12	10/08/12	8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	3	\$2,500.00	LV1	0.00	NM	3	\$7,500.00
8 News Now 11p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	MTWTF--	3		\$2,500.00	0.00							
N 11	8	10/02/12	10/08/12	8 News Now 11p Sa/Su	CM	11-1135P	-----SS	:30	2	\$1,100.00	LV1	0.00	NM	2	\$2,200.00
8 News Now Sa/Su 11p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	-----SS	2		\$1,100.00	0.00							
N 12	8	10/02/12	10/08/12	Letterman	CM	1135p-1237a	MTWTF--	:30	1	\$950.00	LV1	0.00	NM	1	\$950.00
Letterman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	MTWTF--	1		\$950.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/02/12-10/08/12		Letterman		1135p-1237a	MTWThF----	:30		(\$950.00)		0.00	NM		
See MG 12.2															
2	8	10/04/12-10/04/12		Letterman		1135p-1237a	---Th-----	:30		\$950.00		0.00	NM		
(M) MG for 12.1 10/04															
N 13	8	10/02/12	10/08/12	Tue 8-9p NCIS	CM	8-9p	-T-----	:30	1	\$30,000.00	LV1	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	-T-----	1		\$30,000.00	0.00							
N 14	8	10/02/12	10/08/12	Wed 9-10p CSI	CM	9-10p	--W----	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	--W----	1		\$8,500.00	0.00							
N 15	8	10/02/12	10/08/12	8 News Now 4-5a	CM	4-5a	MTWTF--	:30	1	\$50.00	LV3	0.00	NM	1	\$50.00
8 News Now 4-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/02/12	10/08/12	MTWTF--	1		\$50.00	0.00							
N 16	8	10/07/12	10/07/12	8 News Now Sun AM #2	CM	8 News Now Sun A	-----S	:30	1	\$750.00	LV2	0.00	NM	1	\$750.00
8 News Now Sun AM #2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S	1		\$750.00	0.00							
N 17	8	10/06/12	10/06/12	8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	1	\$800.00	LV2	0.00	NM	1	\$800.00
8 News Now Sat 5-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S-	1		\$800.00	0.00							
													Totals	30	\$90,350.00